

REMARKS

Claims 1-34 are pending in this application. Claims 1, 22, 28 and 29 are independent. New claims 30-34 are presented for consideration by the Examiner. No new matter is presented in new claims 30-34. In light of the remarks included herein, Applicant respectfully requests reconsideration and withdrawal of the outstanding rejections.

In the outstanding Official Action, the Examiner rejected claims 1, 22, 28 and 29 under 35 U.S.C. §102(e) as being anticipated by *Sobeski et al.* (USP 6,819,343); rejected claim 2 under 35 U.S.C. §103(a) as being unpatentable over *Sobeski et al.* in view of *Reha et al.* (USP 6,282,709); rejected claims 11, 17, 21, 23, and 25-27 under 35 U.S.C. §103(a) as being unpatentable over *Sobeski et al.* in view of *Reha et al.* and further in view of *Shima et al.* (USP 6,295,479); rejected claim 3 under U.S.C. §103(a) as being unpatentable over *Sobeski et al.* in view of *Manolis et al.* (USP 6,583,799); rejected claim 14 under 35 U.S.C. §103(a) as being unpatentable over *Sobeski et al.* in view of *Reha et al.*, *Shima et al.* and further in view of *Brennan et al.* (USP 2002/0077829) and *Manolis et al.*; rejected claim 18 under 35 U.S.C. §103(a) as being unpatentable over *Sobeski et al.* in view of *Reha et al.*, *Shima et al.* and further in view of *Manolis et al.*; rejected claims 4, 5, 6, 9, 10 and 24 under 35 U.S.C. §103(a) as being unpatentable over *Sobeski et al.* in view of *Brennan et al.*; rejected claim 7 under 35 U.S.C. §103(a) as being unpatentable over *Sobeski et al.* in view of *Brennan et al.*, and further in view of *Reha et al.*; and rejected claims 12, 13, 15, 16, 19 and 20 under 35 U.S.C. §103(a) as being unpatentable over *Sobeski et al.* in view of *Reha et al.*, *Shima et al.*, and further in view of *Brennan et al.* Applicant respectfully traverses these rejections.

Preliminary Comments

This Reply, is being filed concurrently with a Request for Personal Interview. Prior to the Examiner's formal consideration the remarks herein on the record, Applicant respectfully requests the Examiner contact the undersigned to schedule and conduct a Personal Interview in accordance with Applicant's proper Request.

Prior Art Rejections

In Applicant's previous Reply, Applicant argued that *Sobeski et al.* fails to teach or suggest the server generating customized updated button information, as claimed.

In response to Applicant's arguments, the Examiner responds by asserting that "initiating" is not recited in the claims. Applicant respectfully submits that Applicant's arguments were directed to the server generating customized updated button information, as recited at least in claim 1. Applicant respectfully requests proper consideration of Applicant's arguments on the record.

It is respectfully submitted that claims 2-21 and 26 are allowable for the reasons set forth above with regard to claim 1 at least based on their dependency on claim 1. It is further respectfully submitted that claims 22, 28 and 29 include elements similar to those discussed above with regard to claim 1 and thus these claims, together with claims dependent thereon, are allowable for the reasons set forth above with regard to claim 1.

Conclusion

In view of the above amendment, Applicant believes the pending application is in condition for allowance. Should there be any outstanding matters that need to be resolved in the present application, the Examiner is respectfully requested to contact Catherine M. Voisinet, Reg. No. 52,327 at the telephone number of the undersigned below, to conduct an interview in an effort to expedite prosecution in connection with the present application.

Application No. 10/046,175
Amendment dated March 29, 2007
Reply to Official Action dated November 29, 2006

Docket No.: 0879-0369P

If necessary, the Commissioner is hereby authorized in this, concurrent, and future replies to charge payment or credit any overpayment to Deposit Account No. 02-2448 for any additional fees required under 37.C.F.R. §§1.16 or 1.14; particularly, extension of time fees.

Dated: March 29, 2007

Respectfully submitted,

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